Print Date 10/01/12 08:49:23

ORDER

106917 **Orders** Order / Rev: Alt Order #: 06854974 Product Desc: DSCC IE Estimate: 1848 Flight Dates: 09/25/12 - 10/01/12 Primary AE: Amy McCreary Original Date / Rev: 09/21/12 / 09/28/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: **Great American Media Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Revised Democratic Senatorial Campaign Con Advertiser Name: Demographic: A35+ New Business Thru: **Product Codes:** PLI2,PLI1 Order Separation: 00:05:00

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	57	\$75,200.00	\$63,920.00
10/01/12	10/01/12	15	\$12,950.00	\$11,007.50

Totals

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating	
September 2012	57	\$75,200.00	\$63,920.00	0.00	
October 2012	15	\$12,950.00	\$11,007.50	0.00	
Totals	72	\$88,150.00	\$74,927,50	0.00	

Account Executives

Priority:

Revenue Codes;

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PISSUE, GEN

Order Share	Share	Total
KSNV	23%	\$88,150.00
Market	100%	\$383,260,87

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$103,480.43
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$88,150.00
KTUD	1%	\$3,832.61
KVVU	19%	\$72,819.57
KVWB	0%	\$0.00
LV1	0%	\$0,00
UNKWN	7%	\$26,828.26

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
7	E 1	KSNV	09/25/12	10/01/12	M-F 5-6a WakeUp	MgsW\w	5-6a	MTWTF	:30	3	\$600.001	0.00 NM	3	\$1,800.00
					M-F 5-6a WakeUp	w/Wagners								
		WAKE (JP WITH T	HE WAG	NERS									
		<u>Star</u>	<u>t Date</u>	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating						

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Democratic Senatorial Campaign Comm

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06854974

Product Desc:

DSCC IE

Flight Dates:

09/25/12 - 10/01/12

Estimate:

1848

Ch Ln Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount KSNV 09/25/12 10/01/12 M-F 5-6a WakeUp w/WaQM 5-6a :30 \$600.001 MTWTF--0.00 NM \$1,800,00 M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/25/12 10/01/12 MTWTF--\$600.00 0.00KSNV 09/25/12 10/01/12 M-F 6-7a WakeUp w/WaQM 6-7a MTWTF--:30 3 \$1,000,001 0.00 NM \$3,000.00 3 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/25/12 10/01/12 MTWTF--3 \$1,000.00 0.00KSNV 09/25/12 10/01/12 658a-9am MTWTF--:30 2 \$1,500.001 0.00 NM **Today Show** CM \$3,000.00 Today Show **TODAY SHOW** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/25/12 10/01/12 MTWTF~~ 2 \$1,500.00 0.00 09/29/12 09/29/12 SIGN ON-SIGN OFF KSNV 5a-459a --5-:30 \$625.001 0.00 NM CM \$625.00 ROS (5:00 AM-6:00 AM) SATURDAY TODAY End Date Start Date Weekdays Spots/Week Rate Rating ----S-Week: 09/24/12 09/30/12 1 \$625.00 0.00 Description Start/End Time Spot Ch Date Range <u>Weekdays</u> <u>Length</u> Rate Rtg Type (\$625.00) 0.00 NM 1 KSNV 09/24/12-09/30/12 Saturday Today 7a-9am :30 -----Sa--See MG 4.2 [PGM CHG = 5A-6AM] 2 KSNV 09/29/12-09/29/12 SIGN ON-SIGN OFF 5a-459a (5:00 AM-6:00 A----sa--:30 \$625,00 0.00 NM MG for 4.1 09/29 [INV CODE CORRECTION] E 5 KSNV 09/30/12 09/30/12 Sunday Today ÇM 7a-8am ----s :30 \$500,002 0.00 NM \$500.00 Sunday Today TODAY ON SUNDAY Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 09/24/12 09/30/12 ----S \$500.00 0.00 KSNV 09/25/12 10/01/12 M-F Today Show II 3rd H6M MTWTF--:30 \$900.001 0.00 NM 9-10a 2 \$1,800.00 M-F Today Show II TODAY SHOW II Spots/Week Rating Start Date End Date Weekdays Rate Week: 09/25/12 10/01/12 MTWTF--\$900.00 0.00 KSNV 09/25/12 10/01/12 M-F Today Show III 4th IBM 10am-11am MTWTF--:30 3 \$450.001 0.00 NM 3 \$1,350.00 Today 4th Hour TODAY SHOW III Start Date End Date Weekdays Spots/Week Rate Rating Week; 09/25/12 10/01/12 MTWTF--\$450,00 0.00 KSNV 09/25/12 10/01/12 :30 \$325.001 0.00 NM Rachael Ray CM 11am-12pm MTWTF --3 3 \$975.00 Rachael Ray RACHEL RAY Rating Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Week: 09/25/12 10/01/12 MTWTE--\$325.00 0.00 KSNV 09/25/12 10/01/12 Noon News CM 12-1230pm MTWTF--:30 \$425.001 0.00 NM 3 3 \$1,275,00 Noon News **NEWS 3 AT NOON** Start Date End Date Weekdays Spots/Week Rate Rating 10/01/12 MTWTF--Week: 09/25/12 \$425.00 0.00 3 E 10 KSNV 09/25/12 10/01/12 Days of our Lives CM 1258p-2pm MTWTF--:30 \$425.001 MN 00.0 \$1,275.00 Days of our Lives DAYS OF OUR LIVES Spots/Week Start Date End Date **Weekdays** Rate Rating Week: 09/25/12 10/01/12 MTWTF--\$425.00 0.00 E 11 KSNV 09/25/12 10/01/12 The Doctors CM MTWTF--\$325.001 0.00 NM 2pm-3pm :30 \$1,300,00 The Doctors THE DOCTORS Start Date End Date **Weekdays** Spots/Week Rating <u>Rate</u>

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Democratic Senatorial Campaign Comm

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06854974 09/25/12 - 10/01/12 Product Desc:

DSCC IE

Estimate:

1848

Ch **Inventory Code** l n Start End Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E11 KSNV 09/25/12 10/01/12 The Doctors CM 2pm-3pm MTWTF--:30 \$325,001 0.00 NM \$1,300.00 The Doctors THE DOCTORS Weekdays **End Date** Start Date Spots/Week Rating Rate Week: 09/25/12 10/01/12 MTWTF--\$325.00 0.00 E 12 KSNV 09/25/12 10/01/12 Dr. Phil CM 3-4p MTWTF--:30 \$450.001 0.00 NM \$1.800.00 Dr Phil DR. PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/25/12 MTWTF--\$450.00 10/01/12 0.00E13 KSNV 09/25/12 10/01/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MTWTF--:30 3 \$700.001 0.00 NM 3 \$2,100.00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) FIRST NEWS 3 AT FOUR Start Date End Date Weekdays Spots/Week Rate Rating MTWTF--10/01/12 \$700.00 Week: 09/25/12 0.00\$1,400.00 E14 KSNV 09/25/12 10/01/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MTWTF--:30 2 \$700.001 0.00 NM 2 4PM NEWS (1 hour) (4:30 PM-5:00 PM) NEWS 4 AT 430P Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF-Week: 09/25/12 10/01/12 \$700.00 0.00 M-F Early News E 15 KSNV 09/25/12 10/01/12 СМ 5-630p MTWTF--:30 2 \$1,200.001 0.00 NM \$2,400.00 M-F Early News **EARLY NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--Week: 09/25/12 10/01/12 \$1,200.00 0.00 E 16 KSNV 09/25/12 10/01/12 M-F Jeopardy CM 630-7pm MTWTF--:30 \$900.002 0.00 NM \$900.00 M-F Jeopardy FACE TO FACE W/ JON RALSTON Start Date End Date Weekdays Spots/Week Rate Rating MTWTF--Week: 09/25/12 10/01/12 \$900.00 0.00 E 17 KSNV 09/25/12 10/01/12 M-F Jeop/Wheel MTWTF--3 \$1,300,001 CM 630-730pm :30 0.00 NM 3 \$3,900.00 M-F Jeopardy/Wheel of Fortune **JEOPARDY** Start Date **End Date** Weekdays Spots/Week Rating Rate MTWTF--Week: 09/25/12 10/01/12 3 \$1,300.00 0.00 E 18 KSNV 09/25/12 10/01/12 FacetoFace/Ralston Rep@M 730-758pm MTWTF--:30 4 \$1,000,001 0.00 NM \$4,000.00 Face to Face w/ J.Raiston FACE TO FACE Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--Week: 09/25/12 10/01/12 \$1,000.00 0.00 E 19 KSNV 10/01/12 10/01/12 Mon PR 10-11p CM 10-11pm M-----:30 1 \$3,200.001 0.00 NM \$3,200.00 Monday Prime 10-11pm Revolution Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 10/01/12 10/07/12 \$3,200.00 0.00 E 20 KSNV 09/25/12 09/25/12 Tues PR 8-9p CM 8-9pm :30 1 \$4,000.001 0.00 NM \$4,000.00 Tuesday Prime 8-9pm THE VOICE Start Date End Date Weekdays Spots/Week Rate Rating 09/30/12 -T----Week: 09/24/12 \$4,000.00 0.00 09/25/12 09/25/12 Tues PR 10-11p E 21 KSNV CM 10-11pm -T----:30 \$3,200.001 MN 00.0 \$3,200,00 Tuesday Prime 10-11pm PARENTHOOD **End Date** Spots/Week Start Date Weekdays Rate Rating 09/30/12 ..T..... Week: 09/24/12 1 \$3,200.00 0.00 E 22 KSNV 09/26/12 09/26/12 Wed PR 8-9p CM 8-9pm --W----:30 1 \$2,400,001 0.00 NM \$2,400.00 Wednesday Prime 8-9pm Animal Practice/ Guys With Kids End Date Weekdays Spots/Week Rating Start Date Rate Week: 09/24/12 09/30/12 --W----\$2,400.00 0,00 E 23 KSNV 09/26/12 09/26/12 --W----CM :30 1 \$3,200.001 0.00 NM 9-11pm \$3,200.00

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Estimate:

1848

Ln Ch	Start	End	Inventory Code Wed PR 9-11p	Break	Start/End	Time Day	ys	Len Spo	ts Rate Pri	Rtg Type S	Spots	Amount
			Wednesday Prim	e 9-11pm								
	GO FIRE		· · · · · · ·	•								
<u>Sta</u> Week: 09	art Date	End Date 09/30/12	Weekdays	Spots/Week	Rate \$3,200.00	<u>Rating</u> 0.00						
	<u>Date Ra</u>		escription		ֆՏ,ՀՍՍ.ՍՍ <u>t/End Time</u>	0.00	W	eekdays	Length Rate	Rtg Type		
			/ed PR 10-11p		1pm			-W				
	e MG 23 GM CHG	.2 - WED 9-11	PMI									
-			/ed PR 9-11p	9-11	pm		·	-W	:30 \$3,200.00	0.00 NM		
	G for 23.1	1 09/26 :/PROGRAM	CHANGE]						, ,			
E 24 KSNV	09/27/1	12 09/27/12	Thurs PR 8-9p	CM	8-9pm	T		:30	1 \$3,200.001	0.00 NM	1	\$3,200.00
20 Boo	المصاليا	Night	Thursday Prime	8-9pm								
	k/ Up All art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/30/12	T		\$3,200.00	0.00						
E 25 KSNV			Thurs PR 9-10p Thursday Prime 9	CM 9-10pm	9-10pm	T	·	:30	1 \$3,200.001	0.00 NM	1	\$3,200.00
		Recreation	101. 1.1	0 (041)		—			•			
<u>ठा</u> Week: 09	art Date /24/12	End Date 09/30/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$3,200.00	Rating 0.00						
			Thurs PR 9-10p Thursday Prime 9	СМ	9-10pm	T	'	:30	1 \$3,500.001	0.00 NM	1	\$3,500.00
		IP ALL NIGH										
<u>Sta</u> Week: 09	art Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Rating						
		09/30/12	Fri PR 9-10p	CM	\$3,500.00 9-10pm	0.00	<u> </u>	:30	1 \$2,600.001	0.00 NM	1	ቀባ የብለ ለሰ
GRIMM		12 00120112	Friday Prime 9-10		9-10pm			.50	1 \$2,600.001	0.00 14141	•	\$2,600.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	/24/12	09/30/12	F	1	\$2,600.00	0.00				•		
			Sat PR 8-9p Saturday Prime 8	CM 3-9pm	8-9pm		-S-	:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
	rime Enc		Manhala	O	D-1-	D. U.				*		
<u>ى بە</u> Week: 09	art Date /24/12	End Date 09/30/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$1,200.00	<u>Rating</u> 0.00						
			Sat PR 9-11p	CM.	9-11p	0.00	-S-	:30	1 \$1,200.003	0.00 NM	1	\$1,200.00
			Saturday Prime 9		- 7		_		, 4,1,20,000	0.00 11111	•	Ψ1,200.00
	rime Enc		M. Landaria	0 (0)		B. II						
<u>اد ک</u> Week: 09	art Date /24/12	<u>End Date</u> 09/30/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$1,200.00	<u>Rating</u> 0.00						
			Sat PR 9-11p	CM	9-11p		-S-	:30	1 \$1,500.002	0.00 NM	1	\$1,500.00
			Saturday Prime 9					-			•	,
	rime Enc		Modelata	Chalall	D-4-	Della						
<u>اه.</u> Week: 09	<u>art Date</u> /24/12	<u>End Date</u> 09/30/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$1,500.00	<u>Rating</u> 0.00						
			NFL Football	СМ	1P-9PM		S	:30	1 \$10,000.001	0.00 NM	1	\$10,000.00
SUN N	TER		NFL Football									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09	/24/12	09/30/12	S	1	\$10,000.00	0.00						
E 32 KSNV	09/30/1	12 09/30/12	News 3 Live in Pr	ime CM	7-10pm		S	:30	1 \$1,600.002	0.00 NM	1	\$1,600.00
NEW/S	AFTER I	NFL	News 3 in Prime									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	/24/12	09/30/12	S	1	\$1,600.00	0.00						
E33 KSNV	09/25/1	12 10/01/12	M-F News 3 at El		11pm-1135	pm MTWT	F	:30	4 \$1,100.001	0.00 NM	4	\$4,400.00
NEWS	3 NIGHT	SIDE	M-F News 3 at E	even								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				,		
Week: 09	/25/12	10/01/12	MTWTF		\$1,100.00	0.00				ı		

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09/25/12 - 10/01/12

Product Desc:

DSCC IE

1848

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri Rtg Ty	pe Spots	Amount
E 33 KSNV 09/25/12 10/01/12	M-F News 3 at Eleven CM M-F News 3 at Eleven	11pm-1135pm MTWTF	:30 4	\$1,100.001 0.00 1	NM 4	\$4,400.00
NEWS 3 NIGHTSIDE						
E 34 KSNV 09/29/12 09/29/12	Sa-Su News 3 at ElevenCM Sa-Su News 3 at Eleven	11 pm-1135pmS-	:30 1 :	\$1,100.001 0.00 1	NM 1	\$1,100.00
NEWS 3 NIGHTSIDE						
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 09/30/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$1,100.00 0.00				
E 35 KSNV 09/25/12 10/01/12	The Tonight Show CM Tonight Show	1135p-1237a MTWTF	:30 3	\$750.001 0.00	ИМ 3	\$2,250.00
TONIGHT SHOW W/ JAY L	ENO					
<u>Start Date</u> <u>End Date</u> Week: 09/25/12 10/01/12	Weekdays Spots/Week MTWTF 3	<u>Rate</u> <u>Rating</u> \$750.00 0.00				
E 36 KSNV 09/29/12 09/29/12	Saturday Night Live CM	1130pm-1:02amS-	:30 1	\$1,400.001 0.00	VM 1	\$1,400.00
	Saturday Night Live				1	
SATURDAY NIGHT LIVE						
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 09/24/12 09/30/12	S- <u>1</u>	\$1,400.00 0.00				
E 37 KSNV 09/30/12 09/30/12	, , , ,	Sun 1135p-1200aS	:30 1	\$400.001 0.00	NM 1	\$400.00
SPORTS NIGHT IN LAS VE	Sports Night in Las Vegas					
Start Date End Date	:GAS Weekdays Spots/Week	Rate Rating				
Week: 09/24/12 09/30/12	<u>vveekdays</u> <u>Spots/vveek</u>	\$400.00 0.00				
E 38 KSNV 09/30/12 09/30/12		M-SA 8-11p / SUNS	:30 1	\$1,200.001 0.00	NIM 1	\$1,200.00
200 10114 00/00/12 00/00/12	Law & Order (synd) PRIME	m crto riprodit	.00	φ1 ₁ 200.001 0.001	1	Ψ1,200.00
Dateline						
Start Date End Date	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u>				
Week: 09/24/12 09/30/12	\$ 1	\$1,200.00 0.00				
				Totals	72	\$88,150.00